Official Program

SEVENTEENTH INSTITUTE FOR EDUCATION BY RADIO

FOUNDED 1930

Under the auspices of
THE OHIO STATE UNIVERSITY
in Cooperation with
Columbus Radio Stations

DESHLER-WALLICK HOTEL
COLUMBUS, OHIO
MAY 2-5, 1947

The Annual Meeting of the Institute is open to all interested persons upon payment of registration fee. You are cordially invited to attend.

The Institute for Education by Radio, an activity of the Bureau of Educational Research, was established in 1930 at the Ohio State University. Its purpose is to provide an annual meeting for joint discussion by broadcasters, educators and civic leaders of the problems of educational broadcasting. The program is devoted chiefly to consideration of the techniques and program policies of radio broadcasting. The Institute passes no resolutions, and its officers are limited to an honorary director, W. W. Charters, founder of the Institute; a director, I. Keith Tyler, Director of Radio Education; and an executive secretary, Ardis Hillman Wheeler, both of the Ohio State University. The annual program is developed from the suggestions and recommendations of those attending the Institute in previous years. The committee on the 1947 program consists of the Institute officers with the addition of William H. Ewing, Program Supervisor, Station WOSU; Al Albinger, Program Director, Station WCOL; Irwin A. Johnson, Director of Public Service, Station WBNS; and John Moses, Production Manager, Station WHKC—representing Columbus radio stations; and T. C. Holy, Director, Bureau of Educational Research; Herschel Nisonger, Chairman, University Radio Education Committee; and Harrison B. Summers, Professor of Speech—representing the Ohio State University.

The Exhibition of Educational Radio Programs is again a feature of the Institute. This year's is the eleventh such competition. All network entries are being evaluated by a special panel of judges in New York City; James Macandrew, Coordinator of Programs, Station WNYE, New York City Board of Education, serves as New York coordinator. Programs from stations, regional networks and organizations, after being sifted by preliminary screening committees, will be judged in Columbus during the week preceding the Institute. The final judges for the 1947 Exhibition are: Robert Saudek, Director of Public Affairs, American Broadcasting Company; Dorothy Blackwell, Assistant Director of Audio-Visual Education, St. Louis Public Schools; and E. W. Ziebarth, Education Director, Central Division, Columbia Broadcasting System. Grateful acknowledgment is made to all these persons for their loyal and gracious service to the advancement of radio education. The awards will be announced at the general session on Saturday morning, May 3.

CONFERENCE NOTES

Registration Procedure. The Institute Registration desk will be located in the lobby of the Deshler-Wallick Hotel. Advance registrants, however, will obtain their tickets and badges at the WCOL Information Center near the registration desk.

The general registration fee is $5.00, which includes a copy of the proceedings, *Education on the Air, 1947* (separately priced at $3.50), and admission to all meetings. General registration for wives of members attending is $3.00; single-session registration is $.75; and general registration for students is $1.00. These latter registrations admit persons to the meetings, but do not include a copy of the proceedings. General registrants will be admitted to all meetings by badge; single-session registrants must present tickets. Students in high schools and colleges will be required to present fee cards or other evidence of school membership when requesting student registrations.

The Institute for Education by Radio is a cooperative conference maintained through the interest and support of its members. The Ohio State University grants a small allotment to cover a portion of the expense, but the bulk of the cost for this annual meeting and for the printing of the proceedings is supplied by conference registration fees. *The Institute pays neither honoraria nor expenses for its speakers, and it is the custom, in furtherance of the cooperative character of the meeting, for speakers and chairmen to pay registration fees on the same basis as other participants.*

Annual Institute Dinner. Tickets for the dinner, Sunday evening, May 4, if not purchased in advance, may be obtained at the registration desk; the price is $3.50. All reservations for the dinner *must* be made by Sunday noon, May 4. Dress will be informal.

Official Conference Proceedings. Each year the proceedings of the Institute are published under the title, *Education on the Air.* The yearbooks may be purchased at $3.50 a copy from Ohio State University, except the 1935 yearbook which is available from the University of Chicago Press. There was no conference in 1945, because of wartime travel conditions, so no yearbook was published for that year. Issues for 1930, 1940 and 1941 are out of print. A reduced price for back copies is made when they are purchased in sets. A set of the proceedings of past years is on display at the conference registration desk.

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All meetings are scheduled on Eastern Standard Time.

Open discussion on matters of radio education is one of the chief functions of the Institute. Members are urged to take part freely in discussion.

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The exchange of materials among the members of the Institute has proved helpful in the past. Tables will be provided outside Institute headquarters on the second floor where this material may be placed. Members are encouraged to bring such materials for distribution.

Program

Registration

9:00 A. M.-8:30 P. M., Daily, Main Lobby, Deshler-Wallick Hotel
Everyone is requested to register promptly upon arrival

Official Convention Rooms

Headquarters: Rooms 221-4 (near the Ballroom), Deshler-Wallick Hotel. Open daily, 9:00 A. M-9:00 P. M.

Press: Rooms 227-8, Deshler. Representatives of newspapers, press services and magazines covering the Institute are requested to report to the Press Rooms for complimentary registration. ZENITH GROSS, Ohio State University Bureau of Public Relations, *In Charge.*

Audition Rooms: Rooms 229-30, Deshler. Open daily, 9:00 A. M.-9:00 P. M. Selected recordings entered in the Eleventh American Exhibition of Educational Radio Programs will be available for auditing. Other entries may be heard by special arrangement.

FRIDAY AFTERNOON

Friday, May 2

PRE-CONFERENCE MEETINGS

Informal Reception for Newcomers

4:30-6:00 p. m., Hall of Mirrors

I. KEITH TYLER, Director, Institute for Education by Radio, *Host,* with Columbus radio stations cooperating

Social hour primarily for those first-timers at the conference. Old-timers will be present to help the newcomer get acquainted and to explain the general procedures of the Institute.

Music furnished by Columbus Radio Stations

FRIDAY EVENING

SPECIAL SESSION

Origination of "Meet the Press"

7:45 p. m., Ballroom

(Doors closed at 7:50 p. m.)

Presiding: A. A. SCHECHTER, Vice-President in Charge of News, Mutual Broadcasting System

An outstanding public figure will be interviewed by a group of representatives of the press on a current problem of interest to radio personnel. This program is one of a regular weekly series broadcast over the Mutual Broadcasting System. It will be transcribed from 7:50-8:20 for delayed broadcast the same evening.

OPENING GENERAL SESSION

What Is Public Interest, Convenience and Necessity?

8:30 p. m., Ballroom

Presiding: IRWIN JOHNSON, Director of Public Service, Station WBNS, Columbus

Symposium: What Should Be the Criteria for Broadcasting in the Public Interest, Convenience and Necessity?

Each participant will have eight minutes for an opening statement in the symposium. This will be followed by a free discussion among the participants.

CLIFFORD J. DURR, Commissioner, Federal Communications Commission

EDWARD R. MURROW, Vice-President and Director of Public Affairs, Columbia Broadcasting System

ROBERT K. RICHARDS, Director of Public Relations, National Association of Broadcasters

CHARLES SIVERSON, Program Director, Station WHAM, Stromberg-Carlson Company, Rochester, New York

Discussion among the Speakers

Discussion from the Floor

Meeting for Chairmen

10:30 p. m., Room 223

I. KEITH TYLER, Director, Institute for Education by Radio, *Chairman*

A meeting for chairmen of work-study groups and section meetings for the purpose of acquainting these group leaders with procedures for carrying on their meetings.

Saturday, May 3

GENERAL SESSION

UNESCO's Role in Radio and Films

(Joint Session with the Educational Film Library Association)

9:30 a. m., Ballroom

Presiding: I. C. BOERLIN, Pennsylvania State College, and President, Educational Film Library Association

SATURDAY MORNING

Address: Howard Wilson, Carnegie Endowment for International Peace; and Deputy Executive Secretary, Preparatory Commission for UNESCO

Panel Discussion

Herbert Abraham, UNESCO Relations Staff, United States Department of State

Floyd Brooker, Chief, Visual Education Section, U. S. Office of Education; Specialist on Educational Films at London and Paris Conferences

G. L. Carnes, Liaison Officer for UNESCO, United Nations

Arno Huth, Authority on European and International Broadcasting, Geneva and New York City

R. S. Lambert, Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation; formerly Counsellor on Radio for UNESCO

I. Keith Tyler, Director, Institute for Education by Radio, *Discussion Chairman*

Discussion from the Floor

Judges' Report on the Eleventh American Exhibition of Educational Radio Programs

SATURDAY AFTERNOON

WORK-STUDY GROUPS, First Session

All Groups Meet at 2:00 p. m.

The work-study groups devote themselves intensively to problems in the general fields indicated. Each chairman has selected a panel of resource persons to give expert advice. The agenda for each group has been developed by the chairman through correspondence with members.

Agricultural Broadcasts

2:00 p. m., Parlors H, I, J

Chairman: Larry Haeg, Farm Service Director, Station WCCO, Minneapolis; and President, National Association of Radio Farm Directors. *Secretary:* Dana Reynolds, Information Specialist, Radio Service, United States Department of Agriculture

Topic: Clinic on Farm Broadcasting

Transcriptions of outstanding agricultural programs will be played and discussed.
Allen Miller, Director, Rocky Mountain Radio Council, Denver, *Discussion Chairman*

The Junior Town Meeting

Program Arranged by Junior Town Meeting League and Educational Film Library Association

2:00 p. m., Parlors A, B, C

Co-Chairmen: I. C. Boerlin, Pennsylvania State College, and President, Educational Film Library Association; and W. Linwood Chase, Boston University, and President, Junior Town Meeting League

Topic: Varied Media as Discussion Resources

Demonstration: The Problems of Metropolitan Life Today—A Discussion Report on a Unit of Study

Twelfth Grade Social Studies Class, University High School, Ohio State University. HUGH LAUGHLIN, Instructor

Critique Panel

DOROTHY BLACKWELL, Assistant Director of Audio-Visual Education, St. Louis Public Schools
E. L. BOWSHER, Superintendent of Schools, Toledo
EDGAR DALE, Bureau of Educational Research, Ohio State University
HAROLD REYNARD, University School, Ohio State University
WALTER WITTICH, Director of Bureau of Visual Instruction, University of Wisconsin
C. W. PETTEGREW, Executive Secretary, Junior Town Meeting League, *Discussion Chairman*

Discussion from the Floor

National Organizations and Radio

2:00 p. m., Room 1440

Chairman: HOWARD LONDON, Radio Director, National Foundation for Infantile Paralysis, New York City

Topic: What Can the Listener Rightfully Expect from the American Form of Broadcasting?

JAMES LAWRENCE FLY, Attorney, New York City, and former Chairman, Federal Communications Commission

ROBERT S. STEPHAN, Radio Editor, *Cleveland Plain Dealer*

Topic: How Can National Organizations Promote Public Service Broadcasting?

H. B. MCCARTY, Director, Station WHA, University of Wisconsin; and National Radio Chairman, National Congress of Parents and Teachers

GEORGE W. JOHNSTONE, Director, Radio Department, National Association of Manufacturers, New York City

Topic: Local Broadcasting by National Organizations

GEORGE PATTERSON, Program Director, Station WAVE, Louisville

WALTER HUFFINGTON, Chief, Radio Section, Public Information Department, American Red Cross

Radio News

Program Arranged by National Association of Radio News Directors

2:00 p. m., Room 1212

Chairman: JOHN F. HOGAN, Station WCSH, Portland, Maine; and President, National Association of Radio News Directors

Topic: News Room Operations and Management, with a Study of Local News Gathering Methods

TOM EATON, News Director, Station WTIC, Hartford, Connecticut
LESLIE FORD, News Director, Station WBEN, Buffalo
DAVID KESSLER, News Director, Station WHAM, Rochester
SOREN MUNKHOF, News Director, Station WOW, Omaha
PAUL H. WAGNER, News Director, Station WOSU, Ohio State University

SATURDAY AFTERNOON

Children's Programs

2:00 p. m., Ballroom

Chairman: DOROTHY GORDON, Moderator of Youth Forums, *The New York Times*

A portion of this program will be broadcast over the Mutual Broadcasting System, 3:30-4:00 P. M., EST.

Topic: Is Radio Meeting the Needs of Our Children?

EDWARD M. BRECHER, General Manager, Station WQQW, Washington, D. C.

DR. IAGO GALDSTON, Executive Director, Medical Information Bureau, New York Academy of Medicine

EDGAR KOBAK, President, Mutual Broadcasting System

LOUIS A. LURIE, Director, Child Guidance; Assistant Professor of Psychiatry, Medical College, University of Cincinnati; Assistant Editor, *American Journal of Orthopsychiatry*

MRS. JAMES C. PARKER, Vice-President, National Congress of Parents and Teachers; and President, Camp Fire Girls, Inc.

JULIUS YOURMAN, Director of Research and Counseling, New York State Division of Veterans' Affairs; and Educational Adviser, National Self-Government Committee

Panel Participants

LOUIS G. COWAN, Radio Production, Inc., "Quiz Kids"

OLGA DRUCE, Benton and Bowles, Inc., New York City; and producer-director of "House of Mystery"

JOSETTE FRANK, Staff Adviser to Children's Radio Committee, Child Study Association of America, New York City

MARCELLE LAMONTE, Coordinator of Radio, General Mills, Inc.

JAMES F. MACANDREW, Coordinator of Programs, Station WNYE, New York City Board of Education

THE REV. EVERETT C. PARKER, Director, Joint Religious Radio Committee

ALBERT N. WILLIAMS, Radio Editor, *Saturday Review of Literature*

Music Broadcasts

2:00 p. m., Room 216

Chairman: ABRAM CHASINS, Music Consultant, Station WQXR, *The New York Times,* New York City

Topic: Is the Musical Public Adequately Serviced by Radio?

TED COTT, Director of Programs and Operations, Station WNEW, New York City

CHARLES R. DELAFIELD, Supervisor of International Exchange Broadcasts, Canadian Broadcasting Corporation

FRANKLIN DUNHAM, Chief of Radio, U. S. Office of Education

SYLVAN LEVIN, Music Director, Station WOR, New York City

BURTON PAULU, Manager, Station KUOM, University of Minnesota

Radio Research

2:00 p. m., Parlor G

Chairman: JOHN GRAY PEATMAN, Associate Dean and Associate Professor of Psychology, City College of New York; and President, Office of Research, New York City

The PGR Approach to Show Doctoring. SHERMAN P. LAWTON, Coordinator of Radio, University of Oklahoma

Diagnosing Your Radio Program—the Program Analyzer at Work, prepared by TORE HALLONQUIST, Program Analysis Manager, Research Department, Columbia Broadcasting System; and JOHN GRAY PEATMAN. Paper to be presented by MR. PEATMAN

Social Psychology of the Radio Audience. WILLIAM REYNOLDS, Research Associate, National Broadcasting Company

Mid-West Listeners Look at Radio. F. L. WHAN, Chairman, Committee on Radio, University of Wichita

School Broadcasts

2:00 p. m., Room 1337

Chairman: RUTH WEIR MILLER, Educational Director, Station WCAU, Philadelphia

Participants

VAN RENSSELEAR BROKHAHNE, Production Manager, Station WNYE, New York City Board of Education

CHARLES F. CHURCH, JR., Director of Education and Research, Station KMBC, Kansas City, Missouri

FRANKLIN DUNHAM, Chief of Radio, U. S. Office of Education

MARGUERITE FLEMING, Director of Radio and Dramatics, South High School, Columbus

FREDERICK GRUBER, Chairman, Radio Committee, University of Pennsylvania

WARREN E. KAY, Radio Assistant, Philadelphia Public Schools

R. S. LAMBERT, Supervisor of Educational Broadcasts, Canadian Broadcasting Corporation

KATHLEEN N. LARDIE, Supervisor of Radio, Detroit Public Schools

WILLIAM LEVENSON, Directing Supervisor of Radio, Cleveland Public Schools

MARY SOMERVILLE, Director of School Broadcasts, British Broadcasting Corporation, London

ARLENE MCKELLAR, Assistant Director, Wisconsin School of the Air, Station WHA, University of Wisconsin

Women's Programs on Local Stations

2:00 p. m., Room 1540

Chairman: BETTY WELLS, Director of Women's Activities, Station KRNT, Des Moines

Advertising Angle. AGNES CLARK, Station WJR, Detroit

Obligations and Duties of a Local Broadcaster. CAROLINE ELLIS, Station KMBC, Kansas City, Missouri

Reaching the Homemaker. DOROTHY DAY, Station WJW, Cleveland

Programming. MILDRED FUNNELL, Station WTAM, Cleveland

Educational Programs on Local Stations. JOSEPHINE WETZLER, Educational Director, Station WLS, Chicago

SATURDAY EVENING

SECTION MEETINGS

All Groups Meet at 8:00 p. m.

Radio and Adult Education

8:00 p. m., Room 218

Chairman: PAUL SHEATS, Associate Director of Extension, University of California, Los Angeles

Topic: What are the critical needs in adult education today which make extended use of radio imperative? In what ways are these needs now being met by both commercial and educational radio stations? Are there any hopeful leads available from current experimentation either as to new content or methods of presentation?

GERTRUDE BRODERICK, Assistant Radio Education Specialist, U. S. Office of Education
ROBERT HUDSON, Director of Education, Columbia Broadcasting System
ORVILLE HITCHCOCK, Department of Speech, University of Iowa
H. B. MCCARTY, Director, Station WHA, University of Wisconsin
RALPH MCDONALD, Executive Secretary, Division of Higher Education, National Education Association (*invited*)
HERSCHEL W. NISONGER, Director, Bureau of Special and Adult Education, Ohio State University
JENNINGS PIERCE, Manager, Public Service and Public Relations, Western Division, National Broadcasting Company
HALE S. SPARKS, Radio Administrator, University of California
CLIFTON UTLEY, Commentator, National Broadcasting Company (*invited*)

Developing Live Programs on Small Stations

8:00 p. m., Room 216

Chairman: G. RICHARD SHAFTO, General Manager, Station WIS, Columbia, South Carolina

Participants

IRVIN G. ABELOFF, Manager, Station WLEE, Richmond, Virginia
WILLIAM J. ADAMS, Program Director, Station WHEC, Rochester, New York
ROBERT T. MASON, Station WMRN, Marion, Ohio
HAROLD FAIR, Director, Program Department, National Association of Broadcasters, Washington, D. C.

The High School Radio Workshop

8:00 p. m., Room 1212

Chairman: EDWIN F. HELMAN, Coordinator of Senior High School Broadcasting, Cleveland Board of Education

Topic: The High School Radio Workshop—A Report by Those Who Use Its Products

The High School Administrator: OLA B. HILLER, Director of Radio, Pontiac Public Schools; and Assistant Principal, Senior High School, Pontiac, Michigan
The High School Teacher: ELIZABETH HERBERT, John Adams High School, Cleveland
The High School Pupil: TOM MOODY, South High School, Columbus
The School Radio Station: VAN RENSSELEAR BROKHAHNE, Production Manager, Station WNYE, New York City Board of Education
The Commercial Radio Station: SAM SEROTA, Educational Director, Station WIP, Philadelphia

Evaluation by Panel

Radio and Minority Groups

8:00 p. m., Ballroom

Chairman: HOWARD LESOURD, Director, Institute for Democratic Education, New York City

Topics: Do radio programs on inter-group relations do more harm than good? Are programs about minorities a bore? What are the problems that must be overcome, and what are the best techniques to use in programs dealing with inter-group relations? Has Superman's crusade against intolerance really affected children's attitudes? Have the Armed Forces radio programs been successful in counteracting Nazi propaganda? Should accents and dialects be barred from the air? What can be done about employment discrimination in radio?

Participants

ANNE M. COOKE, Howard University, Washington, D. C.
TED COTT, Director of Programs and Operations, Station WNEW, New York City
JOSETTE FRANK, Staff Adviser to Children's Radio Committee, Child Study Association of America, New York City
HAROLD FRANKLIN, Program Director, Institute for Democratic Education, New York City
ROBERT B. HUDSON, Director of Education, Columbia Broadcasting System
GEORGE JENNINGS, Director, Radio Council-WBEZ, Chicago Board of Education
GENERAL C. T. LANHAM, Chief, Information and Education Section, War Department
ROBERT K. RICHARDS, Director of Public Relations, National Association of Broadcasters

Occupational Opportunities in Radio

8:00 p. m., Room 1540

Chairman: WALTER B. EMERY, Attorney, Federal Communications Commission

Participants

LESLIE G. ARRIES, General Manager, Station WTTG, Washington, D. C.
J. N. BAILEY, Executive Director, FM Association, Washington, D. C.
ARMAND HUNTER, Director, School of Radio, Temple University
CAROL IRWIN, Producer, "Theatre Guild on the Air"
GRACE JOHNSEN, Manager, Continuity Acceptance Department, American Broadcasting Company
HARRY SKORNIA, Director of Radio, University of Indiana

Promotion of Educational and Public Service Programs

8:00 p. m., Room 1337

Chairman: LOUIS M. STARK, Manager, School Service, Westinghouse Electric Corporation, Pittsburgh

Promotion of Informal Educational Programs. LYMAN BRYSON, Counsellor on Public Affairs, Columbia Broadcasting System

Promotion of Programs for In-School Listening. VICTORIA COREY, Station KDKA, Pittsburgh

Promotion of Music Programs. DWIGHT HERRICK, Manager, Public Service Department, National Broadcasting Company

Promotion of Agricultural Programs. HERB PLAMBECK, Farm Service Director, Station WHO, Des Moines

Promotion of Public Affairs Programs. ROBERT SAUDEK, Director of Public Affairs, American Broadcasting Company

SATURDAY EVENING

Public Health Broadcasts

8:00 p. m., Room 437

Chairman: Dr. Iago Galdston, Executive Director, Medical Information Bureau, New York Academy of Medicine

Participants

Dr. W. W. Bauer, Director, Bureau of Health Education, American Medical Association
Lyman Bryson, Counsellor on Public Affairs, Columbia Broadcasting System
Frank Kiernan, New York Tuberculosis and Health Association
Seymour N. Siegel, Director of Programs, Municipal Broadcasting System, Station WNYC, New York City

Radio Editors on the Spot; The Radio Editor's Responsibility to Broadcasting

8:00 p. m., Parlor G

Chairman: Saul Carson, Radio Editor, *The New Republic,* New York City

Radio Editors State Their Views

Jerry Franken, Radio Editor, *The Billboard,* New York City
William Ladd, Radio Editor, *Louisville Courier-Journal*
Robert S. Stephan, Radio Editor, *Cleveland Plain Dealer*
Saul Carson

Radio Publicists Pick Them Apart

The Over-all National View: Earle Ferris, President, National Association of Public Relations Counsel, Inc.

The Local Independent Station View: Jo Ranson, Publicity Director, Station WHN, New York City; and former Radio Editor, *Brooklyn Daily Eagle*

The Station's Viewpoint

Hazel Kenyon Markel, Educational Director, Station WTOP, Washington, D. C.
Dick Redmond, Program Director, Station WHP, Harrisburg, Pennsylvania
Luke Roberts, Educational Director, Station KOIN, Portland, Oregon

Discussion from the Floor

The Social Responsibilities of Radio Writers

8:00 p. m., Room 1440

Chairman: Erik Barnouw, In Charge of Courses in Radio, Columbia University; Writer, "Theatre Guild on the Air" and "Cavalcade of America"; Author, *Handbook of Radio Writing*; and Editor, *Radio Drama in Action*

Participants

Walter Krulevitch, Program Director, Station WHA, University of Wisconsin
Parker Wheatley, Director, Lowell Institute Cooperating Broadcasting Council, Boston
Others to be announced

Sunday, May 4

WORK STUDY GROUPS, Second Session

All Groups Meet from 9:30-11:30 a. m.

Agricultural Broadcasts

9:30 a. m., Parlors H, I, J

Chairman: Larry Haeg, Farm Service Director, Station WCCO, Minneapolis; and President, National Association of Radio Farm Directors. *Secretary:* Dana Reynolds, Information Specialist, Radio Service, United States Department of Agriculture

Topic: Organizing the Job of Serving Farm People by Radio

Talks To Be Presented

Radio to Serve Farm People
As an Agency Looks at Farm Service
Organizing All Sources of Information
The Job Ahead

The Junior Town Meeting

Program Arranged by Junior Town Meeting League

9:30 a. m., Room 218

Chairman: W. Kenneth Fulkerson, Producer, Rochester Town Meeting of the Air, Rochester, New York, Board of Education

Topic: Problems in Organizing and Producing Junior Town Meeting Discussions in Classrooms, Assemblies, and by Radio

Discussion Questions: What are the classroom bases for good Junior Town Meeting discussion? How introduce the discussion of current problems during the development of course-of-study units? What makes a good discussion topic for Junior Town Meeting? Should community action be a planned result of Junior Town Meetings? How publicize radio Junior Town Meetings? Shall radio Junior Town Meetings be sponsored? What are the problems involved in local sponsorship of Junior Town Meetings?

Participants

Gertrude Broderick, Assistant Radio Education Specialist, U. S. Office of Education
George Cremeens, Program Director, Station WWXL, Peoria, Illinois
Edwin F. Cruttenden, Chief of Secondary Education, Pennsylvania State Department of Public Instruction
James E. Cummings, National Catholic Welfare Conference
Elaine Debus, Division of Audio-Visual Education, St. Louis Public Schools
John Dickman, Director of Public Service, Station WBAL, Baltimore
Frederick J. Gillis, Assistant Superintendent of Schools, Boston
Gordon Hawkins, Program and Educational Director, Westinghouse Radio Stations, Inc., Philadelphia
R. O. Hughes, Moderator, Pittsburgh Junior Town Meeting of the Air
Harry Lamb, Director of Audio-Visual Education, Toledo
Robert Macdougall, Director of Educational Activities, Station WAAT, Newark, New Jersey
John Marston, *St. Louis Star-Times*
George H. Reavis, Assistant Superintendent of Schools, Cincinnati

SUNDAY MORNING

National Organizations and Radio

9:30 a. m., Room 1440

Chairman: HOWARD LONDON, Radio Director, National Foundation for Infantile Paralysis, New York City

Panel Discussion: National Organizations vs. Station Program Operations

Radio News

Program Arranged by National Association of Radio News Directors

9:30 a. m., Room 1212

Chairman: SIG MICKELSON, News Director, Station WCCO, Minneapolis

Topic: Writing and Building News Programs—A Study of the Proper Content of Newscasts

BEN CHATFIELD, News Director, Station WMAZ, Macon, Georgia
JACK KRUEGER, News Director, Station WTMJ, Milwaukee
JACK SHELLEY, News Director, Station WHO, Des Moines
CURLEY VADEBONCOUER, Station WSYE, Syracuse

FM Educational Stations

9:30 a. m., Room 1337

Chairman: GEORGE JENNINGS, Director, Radio Council-WBEZ, Chicago Board of Education

Participants

KATHLEEN N. LARDIE, Director, Station WDTR, and Supervisor of Radio, Detroit Board of Education
WILLIAM B. LEVENSON, Directing Supervisor of Radio, Station WBOE, Cleveland Board of Education
H. B. MCCARTY, Director, Station WHA, University of Wisconsin
JAMES MACANDREW, Coordinator of Programs, Station WNYE, New York City Board of Education
WILLIAM SENER, Director, Station KUSC, University of Southern California
RALPH STEETLE, Director, Radio Department, Louisiana State University

Radio Production

9:30 a. m., Hall of Mirrors

Chairman: MITCHELL GRAYSON, Free Lance Producer, New York City

The Real Problems Confronting Network Producers Today. EDWARD A. BYRON, Director and Co-Author, "Mr. District Attorney"; and President, Radio Directors' Guild, New York City

The Documentary Broadcast and *The Use of Single Voices in Non-Dramatic Programs.* ROBERT SAUDEK, Producer of "World Security Workshop" and "Hiroshima"; and Director of Public Affairs, American Broadcasting Company

The Preparation of the Documentary Broadcast. ROBERT LEWIS SHAYON, Producer-Director-Writer, Columbia Broadcasting System

New Trends in Production. MITCHELL GRAYSON

Radio Production Councils

9:30 a. m., Parlor G

Chairman: ALLEN MILLER, Director, Rocky Mountain Radio Council, Denver

Participants

PARKER WHEATLEY, Director, Lowell Institute Cooperative Broadcasting Council, Boston
MRS. DAVID CAYER, Chairman, Winston-Salem Radio Council
Others to be announced

Religious Broadcasts

Program Arranged by Religious Radio Association

9:30 a. m., Parlors A, B, C

Chairman: WILLARD JOHNSON, Vice-President, National Conference of Christians and Jews; and President, Religious Radio Association

The Fourth R Is not Radio. FRANKLIN DUNHAM

What Is Right with Religious Radio? A Panel Discussion. WILLARD JOHNSON, *Discussion Leader*

Annual Review of Religious Programs, Illustrated with Transcribed Excerpts. EVERETT C. PARKER, Secretary, Joint Religious Radio Committee

Panel Participants

NORTON BELTH, Assistant Director, Jewish Education Committee
EVAN A. FRY, Radio Director, Church of Jesus Christ of Latter Day Saints
WILLIAM SMITH, National Council of Catholic Men

Discussion

Remainder of Business Session

Programs for Teen-Agers

9:30 a. m., Room 1540

Chairman: GRACE M. JOHNSEN, Manager, Continuity Acceptance Department, American Broadcasting Company

Teen-Age Programs on a Local Station. EUGENE KING, Program Director, Station WOR, New York City

Discussions Stimulate Thinking. DOROTHY GORDON, Moderator of Youth Forums, *The New York Times*

What the Teen-Ager Brings to Radio. CHARLOTTE DEMOREST, Radio Consultant, Briarcliff Junior College

Getting Along with Teen-Agers. DR. LUTHER E. WOODWARD, Field Consultant, National Committee for Mental Hygiene, New York City

The Junior Town Meeting. C. WILBERT PETTEGREW, Executive Secretary, Junior Town Meeting League

SUNDAY AFTERNOON

GENERAL SESSION

Radio and Higher Education

12:15 p. m., Ballroom

(Doors closed at 12:28 p. m.)

Presiding: Howard L. Bevis, President, Ohio State University

The Social Responsibilities of Radio—An Origination of the "University of Chicago Round Table"

The basic material for this session will be presented through an origination of the weekly "University of Chicago Round Table" program over the National Broadcasting Company. The actual broadcast will be from 12:30 to 1:00 p. m., EST.

Clarence Moore, Program Manager, Station KOA, Denver
Ray C. Wakefield, Commissioner, Federal Communications Commission
Barbara Ward, Member, Board of Governors, British Broadcasting Corporation, London
Louis Wirth, Professor of Sociology, University of Chicago

What Can the Colleges and Universities Do? Lyman Bryson, Counsellor on Public Affairs, Columbia Broadcasting System

Panel Discussion

G. D. Humphrey, President, University of Wyoming
Charles Siepmann, Chairman, Department of Communications, New York University
John J. Tigert, President, University of Florida
Ray C. Wakefield, Commissioner, Federal Communications Commission
Judith Waller, Director of Public Service, Central Division, National Broadcasting Company
E. W. Ziebarth, Educational Director, Central Division, Columbia Broadcasting System
Kenneth Bartlett, Director, Radio Workshop, Syracuse University, *Discussion Chairman*

Discussion from the Floor

SPECIAL SESSION

Radio and Labor

3:30 p. m., Hall of Mirrors

Presiding: M. S. Novik, Public Service Radio Consultant; and former Director, Municipal Broadcasting System, New York City

Symposium: Is Labor Getting a Fair Shake on the Air—in the News, Special Events and Programs?

James Carey, National Secretary-Treasurer, Congress of Industrial Organizations
Phil Newsom, Radio News Editor, United Press
Robert Kintner, Executive Vice President, American Broadcasting Company

SUNDAY AFTERNOON

Discussion Starters

MARK HAAS, Educational Director, Station WJR, Detroit
JOHN HOGAN, News Director, Station WCSH, Portland, Maine
JOHN B. MOSES, Program Director, Station WHKC, Columbus
JOHN W. TINNEA, Assistant Director, Station KWK, St. Louis

Discussion from the Floor (45 minutes)

SUNDAY EVENING

ANNUAL INSTITUTE DINNER

7:30 p. m., Ballroom

(Reservations Close Sunday Noon, May 4)

Toastmaster: EDGAR KOBAK, President, Mutual Broadcasting System

Another Command Performance of *The Columbus Boychoir School*
HERBERT HUFFMAN, Musical Director

Radio in One World. BARBARA WARD, Member, Board of Governors, British Broadcasting Corporation, London; frequent participant on BBC's "Brains Trust" series; and Foreign Editor, *London Economist*

MONDAY MORNING

Monday, May 5

SECTION MEETINGS

All Groups Meet at 9:30 a. m.

Opportunities of Campus Radio Stations

9:30 a. m., Room 1337

Chairman: DAVID LINTON, Program Manager, Intercollegiate Broadcasting System, New York City

Topic: Opportunities as Training for Radio Professions, in Non-Vocational Education, and as a Student Activity

Participants

HALE AARNES, Chairman, Radio Department, Stephens College
HOWARD HANSON, MacMurray College for Women
LEO MARTIN, University of Alabama
RUSSELL POTTER, Chairman, Columbia University; and President, Intercollegiate Broadcasting System
JUDITH WALLER, Manager, Public Service, Central Division, National Broadcasting Company

MONDAY MORNING

Clinic for College and University Stations

9:30 a. m., Room 216

Chairman: RICHARD B. HULL, Director, Station WOI, Iowa State College

Educational Broadcasting—Shortcomings and Opportunities. CHARLES SEIPMANN, Chairman, Department of Communications, New York University

Educational Broadcasting—Program and Promotion. M. S. NOVIK, Public Service Radio Consultant; and former Director, Municipal Broadcasting System, New York City

Educational Broadcasting—Budgets and Legislative Relations. HAROLD ENGEL, Assistant Director, Station WHA, University of Wisconsin; and President, National Association of Educational Broadcasters

Educational Broadcasting—Practicality and Realism. E. W. ZIEBARTH, Education Director, Central Division, Columbia Broadcasting System

Educational Broadcasting—Objectives and Audiences. ALLEN MILLER, Director, Rocky Mountain Radio Council, Denver

Educational Broadcasting—Publicity and Planning. HADLEY READ, Extension Editor, University of Illinois

Clinic for Educational and Public Service Directors of Commercial Stations

9:30 a. m., Parlor J

Chairman: LUKE L. ROBERTS, Director of Education, Station KOIN, Portland, Oregon

Participants

CHARLES F. CHURCH, JR., Director of Education and Research, Station KMBC, Kansas City, Missouri
MARK L. HAAS, Director of Public Relations, Station WJR, Detroit
ROBERT B. HUDSON, Director of Education, Columbia Broadcasting System
MAX KARL, Public Service Director, Station WTCN, Minneapolis
ROBERT B. MACDOUGALL, Director of Educational Activities, Station WAAT, Newark, New Jersey
SAM SEROTA, Educational Director, Station WIP, Philadelphia
MARY SOMERVILLE, Director of School Broadcasts, British Broadcasting Corporation, London
E. W. ZIEBARTH, Education Director, Central Division, Columbia Broadcasting System

Broadcasting and College Public Relations

9:30 a. m., Room 1440

Chairman: WALDO ABBOT, Director of Broadcasting, University of Michigan

Suggestions for College Public Relations and Broadcasting Directors. LYMAN BRYSON, Counsellor on Public Affairs, Columbia Broadcasting System

What the College Broadcaster Wants from the Public Relations Director. CLARENCE M. MORGAN, "The Hoosier Schoolmaster of the Air," Station WBOW, Indiana State Teachers' College

What the Director of Public Relations Wants from the College Radio Station. T. R. Johnson, Director, News Bureau, Purdue University

What Is a Good Public Relations Radio Program? Robert Coleman, Director of Broadcasting, Michigan State College

Public Relations Value of Radio and Television. Floyd E. Carlson, New York State College of Forestry, Syracuse University

A Statement of Governing Radio Policies for Universities. Frank Schooley, Program Director, Station WILL, University of Illinois

Problems of Radio Chairmen of Local Organizations

9:30 a. m., Parlors H, I

Chairman: Mrs. Walter V. Magee, Founder, Radio Council of Greater Cleveland

Participants

David Baylor, Program Director, Station WGAR, Cleveland

Mrs. George V. Goodbold, President, Radio Council of Greater Cleveland

Rosel Hyde, Commissioner, Federal Communications Commission

Grace M. Johnsen, Manager, Continuity Acceptance Department, American Broadcasting Company

Luella S. Laudin, Radio Chairman, General Federation of Women's Clubs

M. Margariete Ralls, Radio Chairman, National Federation of Business and Professional Women's Clubs

Recordings for Education

9:30 a. m., Room 1212

Chairman: Gertrude Broderick, Assistant Radio Education Specialist, U. S. Office of Education

Topic: Uses, Sources and Evaluation of Educational Recordings and a Report on Present Status of Equipment Market

Shannon Allen, Shannon Allen Associates, Washington, D. C.

Emil H. Andresen, Chief Engineer, Radio Council-WBEZ, Chicago Board of Education

Mildred Batchelder, Secretary, Audio-Visual Committee, American Library Association

Gloria Chandler, Gloria Chandler Recordings, Inc., New York City

Dean E. Douglass, Regional Director, Education Department, RCA-Victor, Chicago

Harold Franklin, Program Director, Institute for Democratic Education, New York City

Marguerite Kirk, Director, Department of Libraries, Visual Aids and Radio, Newark (New Jersey) Board of Education

William B. Levenson, Directing Supervisor of Radio, Cleveland Board of Education

Hazel Kenyon Markel, Director of Community Service and Education, Station WTOP, Washington, D. C.

Ruth Weir Miller, Educational Director, Station WCAU, Philadelphia

Ellis Miracle, Director of Radio, Lash High School, Zanesville, Ohio

Robert Schacht, Bureau of Audio-Visual Instruction, University of Wisconsin

Blanche Young, Radio Consultant, Indianapolis Public Schools

Norman Woelfel, Director, Teaching Aids Laboratory, Ohio State University

MONDAY MORNING

Radio, the Public, and United States Foreign Policy

Parlors A, B, C

Chairman: H. B. McCarty, Director, Station WHA, University of Wisconsin

9:30 A. M.—Understanding American Foreign Policy

Garland C. Routt, Liaison Officer with National Organizations, Division of Public Liaison, United States Department of State

William A. Wood, Acting Chief, Radio Branch, Division of Public Liaison, United States Department of State

11:00 A. M.—Presenting America to the World

Kenneth Frye, Chief, International Broadcasting Division, Office of International and Cultural Affairs, United States Department of State

G. Stewart Brown, Deputy Director, Office of International Information and Cultural Affairs, United States Department of State

Discussion from the Floor

MONDAY AFTERNOON

GENERAL SESSION

Should Radio Have an Editorial Policy?

2:00 p. m., Ballroom

Presiding: I. Keith Tyler, Director, Institute for Education by Radio

Symposium

Each participant will have eight minutes for an opening statement. This will be followed by free discussion among the participants.

James Lawrence Fly, Member, Board of Directors, American Civil Liberties Union

Rex Howell, Manager, Station KFXJ, Grand Junction, Colorado

Robert Leigh, Director, Commission on Freedom of the Press, New York City

Allen Sayler, Radio Representative, United Auto Workers-CIO

Paul Spearman, Attorney, Washington, D. C.

Discussion among the Speakers

Discussion from the Floor

MEETINGS OF ALLIED GROUPS

The Institute for Education by Radio welcomes the various allied organizations which are holding meetings concurrently with the Institute. Detailed programs of the meetings listed below are available from the respective organizations.

Wednesday, April 30, 2:00 and 8:00 P. M., Room 437
Board Meetings, Educational Film Library Association

Thursday, May 1, and Friday, May 2
All Day Meetings, Educational Film Library Association

Thursday, May 1, 8:00 P. M., Room 1440
Executive Committee Meeting, Association for Education by Radio

Friday, May 2, 8:00 A. M., Room 216
Breakfast and Business Meeting, Board of Trustees, Junior Town Meeting League
W. LINWOOD CHASE, President, *In Charge*

Friday, May 2, 10:00 A. M., Parlors A, B, C
Membership Meeting, Association for Education by Radio
KATHLEEN N. LARDIE, President, *In Charge*

Friday, May 2, 10:00 A. M.-4:00 P. M., Parlor G
Business Meeting, National Association of Radio Farm Directors
CHARLES WORCESTER, Vice-President, *In Charge*

Friday, May 2, 12:00 noon, Ballroom
Luncheon, Educational Film Library Association

Friday, May 2, 12:00 noon, Room 1212
Luncheon and Business Meeting, Advisory Committee, Chicago School Broadcast Conference
GEORGE JENNINGS, Director, School Broadcast Conference, *In Charge*

Friday, May 2, 12:00 noon, Room 216
Luncheon, National Religious Radio Association
Speaker: ROBERT B. HUDSON, Director of Education, Columbia Broadcasting System
Subject: Religious Radio and World Peace

Friday, May 2, 2:00 P. M., Room 218
Business Meeting, National Religious Radio Association
Speaker: JOHN K. HOUGH, Director of Advertising, Goodyear Tire and Rubber Company
Subject: The Greatest Story Ever Told

Friday, May 2, 4:30 P. M., Room 337
Business Meeting, Alpha Epsilon Rho
SHERMAN P. LAWTON, Executive Secretary, *In Charge*

Friday, May 2, 6:00 P. M., Room 1212
Dinner, Advisory Council, Institute for Democratic Education
HOWARD M. LESOURD, Director, *In Charge*

Saturday, May 3, 8:00 A. M., Room 216
Breakfast and Business Meeting, Council and Board of Trustees, Junior Town Meeting League
W. Linwood Chase, President, *In Charge*

Saturday, May 3, 9:00 A. M., Room 337
Business Meeting, Alpha Epsilon Rho
Sherman P. Lawton, Executive Secretary, *In Charge*

Saturday, May 3, 11:50 A. M., Hall of Mirrors
Luncheon, Association for Education by Radio. Price, $2.50. Tickets on sale at AER Desk in lobby
Broadcast: "Youth Asks the Government," the weekly program of the American Broadcasting Company, will originate from 12:00 M.-12:30 P. M., just preceding the luncheon
Presentation of Special AER Awards
Kathleen N. Lardie, Past President, *In Charge*

Saturday, May 3, 12:00 noon, Room 218
Luncheon for the Board, Educational Film Library Association

Saturday, May 3, 5:00 P. M., Parlors A, B, C
Dinner, Mutual Broadcasting System
Elsie Dick, *In Charge*

Saturday, May 3, 5:30 P. M., Junior Ballroom, Neil House
Dinner, American Broadcasting Company
Robert Saudek, *In Charge*

Saturday, May 3, 5:30 P. M., Parlors H, I, J
Dinner, Columbia Broadcasting System
Robert B. Hudson, *In Charge*

Saturday, May 3, 5:30 P. M., Room 337
NAEB
Dinner, National Association of Educational Broadcasters
Harold Engel, President, *In Charge*

Sunday, May 4, 12:30 P. M., Parlors A, B, C
Luncheon, Alpha Epsilon Rho

Sunday, May 4, 5:30-7:30 P. M., Room 437
Meeting, Intercollegiate Broadcasting System
David Linton, Program Director, *In Charge*

ACKNOWLEDGMENTS

The Director wishes to express his personal appreciation to:

Harrison B. Summers, Professor of Speech, who generously served as Acting Director of the Institute from January 27 until April 10 while the Director was on a special mission in Germany for the War Department.

Ardis Hillman Wheeler, Executive Secretary, who carried an exceptionally heavy load of responsibility with great competence during this period of program development.

The Institute wishes to express its very real appreciation to:

The General Women's Committee, which is responsible for general hospitality, and particularly for the arrangements at the Newcomers' Reception and the Annual Dinner. This committee consists of the following: Mrs. C. L. Stevers, *honorary chairman*; Mrs. Fred L. Donnally, *chairman*; Mrs. Howard Bevis, *vice-chairman*; Mrs. John W. Bricker; Mrs. James A. Rhodes; Mrs. R. C. Higgy; Mrs. Richard A. Borel; Mrs. Albert H. Kelly; Mrs. Carl Everson; Mrs. Herman Hoster; and Mrs. Jack Nida.

The Women's Station-Relations Committee, which is responsible for general liaison with Columbus radio stations, and for hospitality to the women representing other radio stations. The committee consists of the following: Miriam Foltz, Station WOSU, *chairman*; Fern Sharp, Station WBNS; Rita Thomas, Station WHKC; and Mrs. Phil Houston, Station WCOL.

Mr. Robert C. Higgy, Director of Station WOSU, for taking charge of technical equipment arrangements.

The students of the South High School Radio Workshop, Columbus, and students of Ohio State University for assistance in admissions, ushering, headquarters and audition rooms.

Scanned from the National Association of Educational Broadcasters Records
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